

Lead Generation Ads

Lead Generation Ads

- Collect lead information from people interested in your business on Facebook or Instagram.

The screenshot displays the Facebook Ads Manager interface. On the left sidebar, the 'New Campaign' button is highlighted with a red arrow. The main content area shows the 'New Campaign' setup form. The 'Campaign Name' field is set to 'New Campaign'. The 'Special Ad Categories' section is currently 'Off'. Under the 'Campaign Details' section, the 'Buying Type' is set to 'Auction'. The 'Campaign Objective' section is expanded, showing three columns: Awareness, Consideration, and Conversion. The 'Lead generation' option under the Consideration column is selected, indicated by a blue dot and a red arrow.

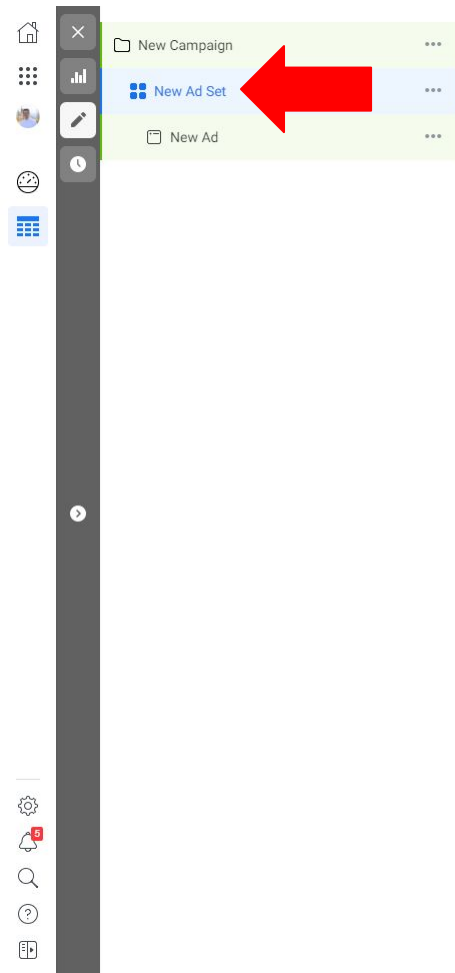
Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details
Buying Type
Auction

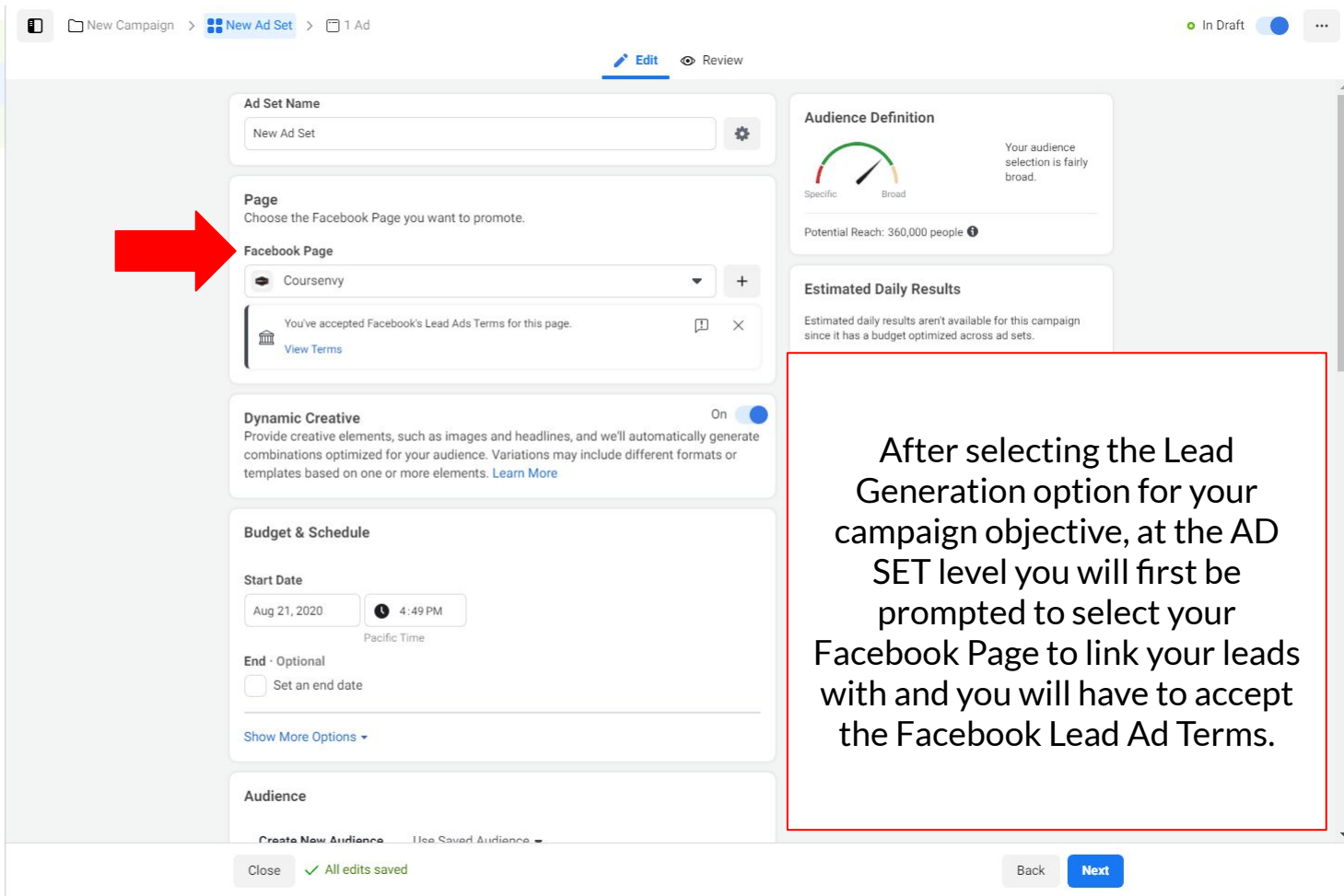
Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☒ Lead generation	
	☐ Messages	



The sidebar on the left contains navigation icons and a list of campaign elements. A red arrow points to the 'New Ad Set' option, which is highlighted in blue.

- New Campaign
- New Ad Set**
- New Ad



The main configuration area for a new ad set. A red arrow points to the 'Page' section. The breadcrumb trail at the top reads: New Campaign > New Ad Set > 1 Ad. The page is in 'In Draft' status.

Ad Set Name
New Ad Set

Page
Choose the Facebook Page you want to promote.

Facebook Page
Coursenvy

You've accepted Facebook's Lead Ads Terms for this page. [View Terms](#)

Dynamic Creative On
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date
Aug 21, 2020 4:49 PM
Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

Audience
[Create New Audience](#) [Use Saved Audience](#)

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 360,000 people

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Close ✓ All edits saved

After selecting the Lead Generation option for your campaign objective, at the AD SET level you will first be prompted to select your Facebook Page to link your leads with and you will have to accept the Facebook Lead Ad Terms.

After setting your AD SET targeting and building your AD creative, you will then have to create your **Lead Form**.

This is the form that will collect your lead information.

Primary Text

Tell people what your ad is about

[+ Add Another Option](#)

Headline · Optional

Write a short headline

[+ Add Another Option](#)

Description · Optional

Include additional details

[+ Add Another Option](#)

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Learn More

[+ Add Another Option](#)

Instant Form

[Create Lead Form](#)

Form Title	Creation...
☐ BEST BUSINESS AWARD	2020-08-24
☒ modMBA kids	2020-08-24

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [✓ All edits saved](#)

[Edit](#) [Review](#)

☒ Preview On

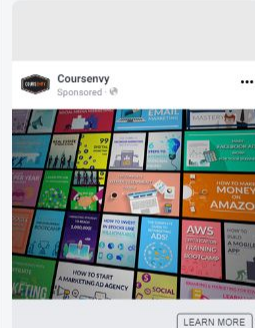
8 Placements

[View More Variations](#)



Facebook

Feeds

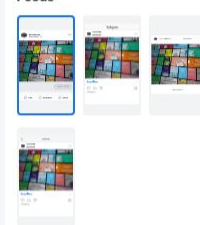


Like

Comment

Share

Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors. [i](#)

More Volume - Form Preview



[Back](#)

[Publish](#)

Lead Generation ads enable you to capture leads **NATIVELY**. This means the users don't have to leave Facebook or Instagram to input their information -- you simply capture the lead's information via the **Form** you create at the AD level.

Lead generation - Got Game 2.0 > US - 25-50 > - Lead generation

Campaign Off

Edit Review

Display Link · Optional

gotgamecamp.com

Call to Action

Sign Up

Instant Form

Create Lead Form

Form Title	Creation...
2020 Summer Virtual Acad...	2020-04-25
Untitled form 3/31/20, 3:1...	2020-04-01
Untitled form 3/31/20, 3:1...	2020-03-31

Tracking

Conversion Tracking

☐ Facebook Pixel

☐ App Events

Offline Events ⓘ Set Up

URL Parameters · Optional

key1=value1&key2=value2

Build a URL Parameter

More Volume - Form Preview

Contact Information ⓘ

Confirm the details you'd like to share with us:

Email

Enter your answer.

Full name

Enter your answer.

Next

Close By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft Publish

You have the option to choose a past Form, Duplicate a past Form, or create a New Form.

Let's create a New Form.

Primary Text

Tell people what your ad is about

+ Add Another Option

Headline · Optional

Write a short headline

+ Add Another Option

Description · Optional

Include additional details

+ Add Another Option

Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Learn More

+ Add Another Option

Instant Form

Create Lead Form

Form Title

Creation...



BEST BUSINESS AWARD

2020-08-24



modMBA kids

2020-08-24



Duplicate

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Edit Review

Preview On

8 Placements

View More Variations



Facebook

Feeds

Feeds



Stories



In-Stream



Like



Comment



Share

Ad rendering and interaction may vary based on device, format and other factors.

More Volume - Form Preview



Back

Publish

Create Form

Content Settings

Form Name

Untitled form 9/2/20, 11:55 AM

Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn More](#)

☒ More Volume
Use a form that's quick to fill out and submit on a mobile device.

☐ Higher Intent
Add a review step that gives people a chance to confirm their info.

Intro

Questions

Privacy

Completion

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Headline Text

Next

Save Draft Publish

First, name your form.

Create Form

Content Settings

Form Name

Untitled form 9/2/20, 11:55 AM

Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn More](#)

☒ **More Volume**
Use a form that's quick and easy to submit on a mobile device.

☐ **Higher Intent**
Add a review step that gives people a chance to confirm their info.

Intro

Questions

Privacy

Completion

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Headline Text

Next →

Save Draft Publish

Next, select your **Form Type**. “Higher Intent” requires one more confirmation step. We see much cheaper leads using the “More Volume” option.

Create Form

Content

Settings

Form Name

Untitled form 9/2/20, 11:55 AM

Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn More](#)

☒ More Volume

Use a form that's quick to fill out and submit on a mobile device.

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Add a review step that gives people a chance to confirm their info.

Intro

Questions

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Completion

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up



Coursenvy

Headline Text

Next

Save Draft

Publish

Click the Settings tab.

Create Form

Content **Settings**

Form Configuration

Language
English (US)

Sharing ⓘ

☐ **Restricted** - Only people who are delivered your ad directly can submit this form.

☒ **Open** - Your ad can be shared and anyone can submit this form.

Field Names

Tracking Parameters

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Headline Text

Next →

Save Draft Publish

Set the Sharing option to “Open”. You want to enable users to share this ad with a relevant friend.

Create Form

Content Settings

Form Name

Untitled form 9/2/20, 11:55 AM

Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn More](#)

☒ **More Volume**
Use a form that's quick to fill out and submit on a mobile device.

☐ **Higher Intent**
Add a review step that gives people a chance to confirm their info.

Intro

Questions

Privacy

Completion

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Headline Text

Next →

Save Draft Publish

Click back to the Content tab. Select the **Intro** section.

Create Form

Content Settings

Form Type

Intro

Background Image
The image you choose will show behind your form.

+ Upload Image
Recommended image size: 1200 x 628 pixels

Greeting • Recommended
Let people know why they should complete your form and any relevant details.

Headline
Your VALUE PROPOSITION Headline 31/60

Description
☐ Paragraph ☒ List

Your Bullet Point #1 20/80

0/80

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Your VALUE PROPOSITION Headline

• Your Bullet Point #1

Next →

Save Draft Publish

The Intro section should be an extension of your ad creative and copy. The ad will grab the users attention, then this Lead Form will expand on your ad's content and value proposition (i.e. why they should give you their email).

Create Form

Content Settings

Form Type

Intro

Background Image
The image you choose will show behind your form.

+ Upload Image
Recommended image size: 1200 x 628 pixels

Greeting • Recommended
Let people know why they should complete your form and any relevant details.

Headline
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More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Your VALUE PROPOSITION Headline

- Your Bullet Point #1

Next →

Save Draft Publish

We also see better results from using “List” versus the “Paragraph” option. We can simply LIST our main benefits, bullet point by bullet point, to further make the user want to input their info into this lead form.

Create Form

Content Settings

Form Type

Intro

Background Image
The image you choose will show behind your form.

+ Upload Image
Recommended image size: 1200 x 628 pixels

Greeting • Recommended
Let people know why they should complete your form and any relevant details.

Headline
Your VALUE PROPOSITION Headline 31/60

Description
☐ Paragraph ☒ List

Your Bullet Point #1 20/80

0/80

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Your VALUE PROPOSITION Headline

- Your Bullet Point #1

Next →

Save Draft Publish

Use a 1200 x 628 pixel image that is similar to your ad creative. We see users abandoning this lead form if the image or copywriting differs from the ad too much.

Create Form

[Content](#) [Settings](#)

Form Name

new form name

Form Type ▾

Intro ▾

Questions ▾

Privacy ▾

Completion ▾

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Your VALUE PROPOSITION Headline

- Your Bullet Point #1

Next →

Save Draft Publish

Next, click the **Questions** section.

Create Form

Content Settings

Questions

Custom Questions

Ask for responses to questions that matter to your business.

+ Add Custom Question

Prefill Questions

Ask for user information. This will be prefilled from their Facebook account.

Description

Let people know how the information they give you will be used or shared. [See Examples](#)

Submit your info to claim a FREE XYZ!

Choose the type of information you need

Email Contact Fields

Full name User Information

+ Add Category

More Volume - Form Preview

Prefill Information 2 of 4

The image creative used in your ad will show up here.

Contact Information

Submit your info to claim a FREE XYZ!

Email

Enter your answer.

Full name

Enter your answer.

Next

Save Draft Publish

Give the user one final call to action to get them to submit their contact information.

Create Form

Content Settings

Questions

Custom Questions

Ask for responses to questions that matter to your business.

+ Add Custom Question

- ☒ Multiple Choice
- ☐ Short Answer
- ☐ Conditional
- ☐ Store Locator
- ☐ Appointment Request

Choose the type of information you need

Email

Contact Fields

Full name

User Information

+ Add Category

More Volume - Form Preview

Prefill Information 2 of 4

The image creative used in your ad will show up here.

Contact Information ⓘ

Submit your info to claim a FREE XYZ!

Email

Enter your answer.

Full name

Enter your answer.

Next

Save Draft Publish

“Email” and “Full name” are our most common questions we include for our clients ads, as we get more leads with **fewer** questions. You can delete or rearrange the question order as you wish.

Create Form

Content Settings

Questions

Custom Questions

Ask for responses to questions that matter to your business.

+ Add Custom Question

- ☒ Multiple Choice
- ☐ Short Answer
- ☐ Conditional
- ☐ Store Locator
- ☐ Appointment Request

Choose the type of information you need

Email Contact Fields

Full name User Information

+ Add Category

More Volume - Form Preview

Prefill Information 2 of 4

The image creative used in your ad will show up here.

Contact Information

Submit your info to claim a FREE XYZ!

Email

Enter your answer.

Full name

Enter your answer.

Next

Save Draft Publish

To collect more info and collect higher quality leads (i.e. users willing to give up for information), you can add more questions. We like testing the “Short Answer” option to collect unique details.

New Campaign > New Ad Set > New Ad

In Draft

Edit Review

Create Form

Content Settings

Questions

Custom Questions

Ask for responses to questions that matter to your business.

+ Add Custom Question

- Multiple Choice
- Short Answer
- Conditional
- Store Locator
- Appointment Request

Choose the type of information you need

Email Contact Fields

Full name User Information

+ Add Category

More Volume - Form Preview

Prefill Information 2 of 4

The image creative used in your ad will show up here.

Contact Information

Submit your info to claim a FREE XYZ!

Email

Enter your answer.

Full name

Enter your answer.

Next

Save Draft Publish

Adding More Questions = More Qualified Leads = Higher Cost Per Lead

Create Form

Content Settings

Form Name

new form name

Form Type

Intro

Questions

Privacy

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link

Add a link

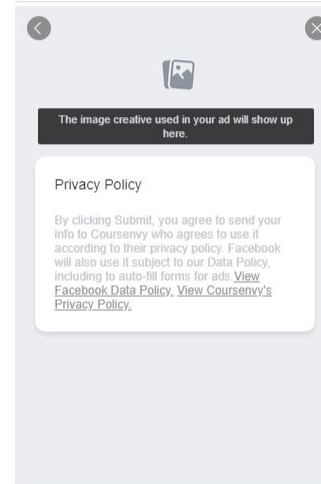
Link Text

0/70

More Volume - Form Preview

Privacy Review

3 of 4



Submit

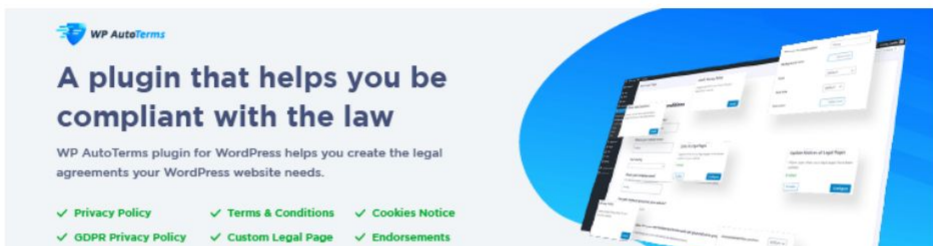
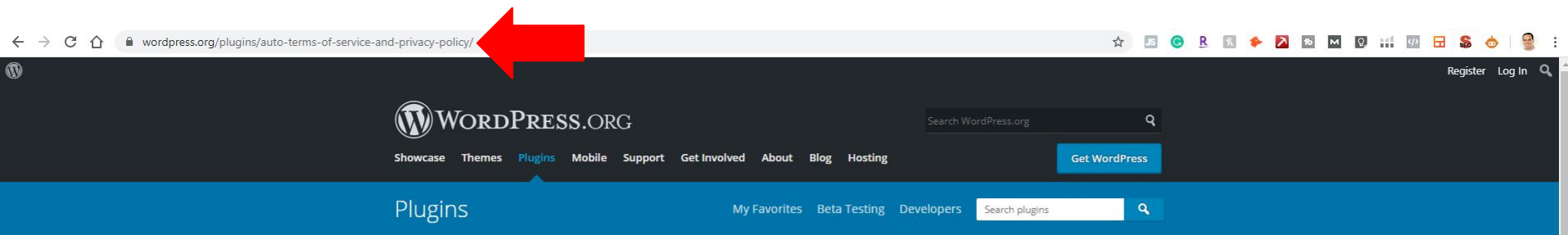
Save Draft

Publish

Next, click the **Privacy** section.

Privacy Policy + Terms

- If your website's CMS is Wordpress, simply install the free plugin, “**WP AutoTerms**” to create a TOS and PP page on your website.
- To have your own custom Terms and Privacy Policy drafted for your website (we highly suggest to prevent future legal issues), hire an internet lawyer or use a service like LegalZoom.



Create Form

Content Settings

Form Name

new form name

Form Type

Intro

Questions

Privacy

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link

Add a link

Link Text

0/70

More Volume - Form Preview

Privacy Review

3 of 4

The image creative used in your ad will show up here.

Privacy Policy

By clicking Submit, you agree to send your info to Coursenvy who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Coursenvy's Privacy Policy](#).

Submit

Save Draft

Publish

Paste in the link to your privacy policy URL hosted on your own website.

Create Form

[Content](#) [Settings](#)

Form Name

new form name

Form Type ▾

Intro ▾

Questions ▾

Privacy ▾

Completion ▾

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Your VALUE PROPOSITION Headline

- Your Bullet Point #1

Next →

Save Draft Publish

Finally, click the **Completion** section.

Create Form

Content Settings

Completion

Message for Leads

Let people who submit their information know what to expect next.

Headline

Thanks, you're all set. 23/60

Description

You can visit our website or exit the form now. 

Call-To-Action Button

View Website

Call-To-Action Text

View Website 12/60

Link

Add a link

More Volume - Form Preview

Message for Leads 4 of 4

The image creative used in your ad will show up

Coursenvy

Thanks, you're all set.

You can visit our website or exit the form now.

You successfully sent your info to Coursenvy.

View Website

Save Draft Publish

This is where you can thank the user and provide them with a link to your value proposition or further information. Typically users miss this button, so I will follow up with an email right away too.

Create Form

Content Settings

Completion

Message for Leads

Let people who submit their information know what to expect next.

Headline

Thanks, you're all set. 23/60

Description

You can visit our website or exit the form now.

Call-To-Action Button

View Website

Call-To-Action Text

View Website 12/60

Link

Add a link

More Volume - Form Preview

Message for Leads 4 of 4

The image creative used in your ad will show up

Coursenvy

Thanks, you're all set.

You can visit our website or exit the form now.

i You successfully sent your info to Coursenvy.

View Website

Save Draft Publish

EX: This will link to the free eBook this user just claimed. But we will also use an Automation Email Sequence via ConvertKit to automatically email this free eBook link to the user as well.

Create Form

Content Settings

Form Name

new form name

Form Type

Intro

Questions

Privacy

Completion

More Volume - Form Preview

Intro 1 of 4

The image creative used in your ad will show up

Coursenvy

Your **VALUE PROPOSITION** Headline

- Your Bullet Point #1

Next →

Save Draft Publish

Once everything is filled out, click the “Publish” button to save this Lead Form.
Then just publish your Lead Generation ad.

Split Test Ad Sets and Ads

Ads Got Game 2.0 (213924173266... Updated just now Discard Drafts Review and Publish ...

Search Filters + Add filters to narrow the data you are seeing. Lifetime: Mar 31, 2020 – Jul 29, 2020

Campaigns 2 Selected x Ad Sets for 2 Campaigns Ads for 2 Campaigns

+ Create Duplicate Edit A/B Test Preview Rules View Setup Columns: Performance Breakdown Reports

		Ad Name	Delivery	Ad Set Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Relevanc...	Engagemen Rate Rankin Ad Relevanc...
☐	☐	 Lead generation - zoom video	● Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	May 14, 2020, 7:...	174 On-Face...	34,408	68,137	\$2.77 Per On-Fac...	←	—
☐	☐	 Lead generation - photo2	● Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	May 14, 2020, 7:...	87 On-Face...	30,016	46,167	\$3.26 Per On-Fac...		
☐	☐	 Lead generation - photo1	● Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	May 14, 2020, 7:...	13 On-Face...	6,480	8,976	\$5.46 Per On-Fac...		
☐	☐	 - Lead generation - Copy VIRTUAL	● Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	Apr 1, 2020, 7:2...	27 On-Face...	1,887	2,235	\$0.60 Per On-Fac...	←	—
☐	☐	 - Lead generation	● Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	Apr 1, 2020, 7:2...	665 On-Face...	29,832	54,408	\$0.61 Per On-Fac...		
> Results from 5 ads ⓘ								966 On-Facebo...	78,464 People	179,923 Total	\$1.31 Per On-Fac...		

PRO TIP: As always, split test your audience targeting and ad creative/copy.

Look at this difference in cost per lead by simply tweaking our ad creative!

Lead Generation Ad Inspiration

Make sure to use
Facebook Ad Library for ad inspiration. The brand
ClickFunnels creates
AMAZING Lead Generation ads you can review!

www.facebook.com/**ads/library**

FACEBOOK

Justin

Filter By: United States ▼ Active and Inactive ▼ Impressions by Recency ▼ Platform ▼ ⓘ

ClickFunnels
Sponsored

Would you like to generate **CONSISTENT SALES** from your blogs, book, vlogs or podcast?

The One Funnel Away Has Already Helped Content Creators Like You Create Over \$2.8 Billion Dollars!

So click the link below, and join over 32,000+ influencers who...



21 Apple, Take 1. Mark.

FUNNELCHALLENGE.COM
Learn The Secrets OF The Worlds Top Influencers
You Can Start Seeing Results In Just 30 Days!

Sign Up

[See Ad Details](#)

ClickFunnels
Sponsored

Most Bloggers and Influencers are making **NO money...** or at best, **FRACTION** of what they could be. 😊😊

I mean, let's face it...

You're A Brilliant Content Creator...You pour your heart and soul into your work....



21 Apple, Take 1. Mark.

FUNNELCHALLENGE.COM
How to Consistently Get **PAID** as an Influencer, Blogger, Vlogger, Podcaster and Content Creator!
The One Funnel Away Challenge!

Sign Up

[See Ad Details](#)

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👏👏👏 "I'm spending less money on advertising and getting more results...." - Steward A.

📖 In This Book: How To Use The Power of Words to Get More Clicks, Sales, and Profits No Matter What You Sell or Who You Sell It To 📖



COPYWRITINGSECRETS.COM
Simple Plug n' Play Copy Formulas To Get More Sales

Learn ...

Lead Generation Ad Inspiration

www.facebook.com/[ads/library](https://www.facebook.com/ads/library)

FACEBOOK

Justin

Filter By: United States ▼ Active and Inactive ▼ Impressions by Recency ▼ Platform ▼ ⓘ

We see a great return on ad spend using Lead Generation ads to give away a FREE eBook. Create an eBook in your niche that is relevant to the user you could eventual upsell with your product or service you sell. eBook's are a perfect lead magnet!

Sell the VALUE of your book! Split test sharing EXACT results and numbers, for example: **Ad Copy** -- "**Download the BESTSELLING book for FREE! Over 100,000 small business owners have used this book to GROW their business using online ads like this one! Learn all the tips, tricks, and secrets Coursenvy used to scale businesses inside their ad agency!**"

Headline -- "**FREE 150 Pages of Strategies to GROW Your Biz!**"

ClickFunnels
Sponsored

👏👏👏 "I'm spending less money on advertising and getting more results..." - Steward A.

📖 In This Book: How To Use The Power of Words To Get More Clicks, Sales, and Profits No Matter What You Sell or Who You Sell It To 📖

...



COPYWRITINGSECRETS.COM
Simple Plug n' Play Copy Formulas To Get More Sales

Learn ...

Lead Generation Ad Inspiration

www.facebook.com/ads/library

FACEBOOK

Justin

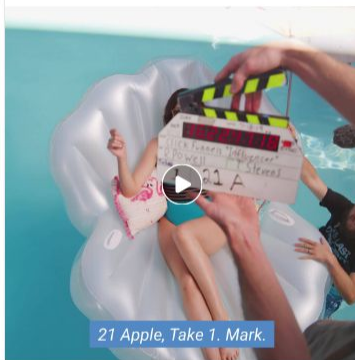
Filter By: United States ▼ Active and Inactive ▼ Impressions by Recency ▼ Platform ▼ ⓘ

ClickFunnels
Sponsored

Would you like to generate **CONSISTENT SALES** from your blogs, book, vlogs or podcast?

The One Funnel Away Has Already Helped Content Creators Like You Create Over \$2.8 Billion Dollars!

So click the link below, and join over 32,000+ influencers who...



21 Apple, Take 1. Mark.

FUNNELCHALLENGE.COM

Learn The Secrets Of The Worlds Top Influencers
You Can Start Seeing Results In Just 30 Days!

Sign Up

[See Ad Details](#)

ClickFunnels
Sponsored

Most Bloggers and Influencers are making **NO money**... or at best, **FRACTION** of what they could be. 😞😞

I mean, let's face it...

You're A Brilliant Content Creator...You pour your heart and soul into your work....



21 Apple, Take 1. Mark.

FUNNELCHALLENGE.COM

How to Consistently Get PAID as an Influencer, Blogger, Vlogger, Podcaster and Content Creator!
The One Funnel Away Challenge!

Sign Up

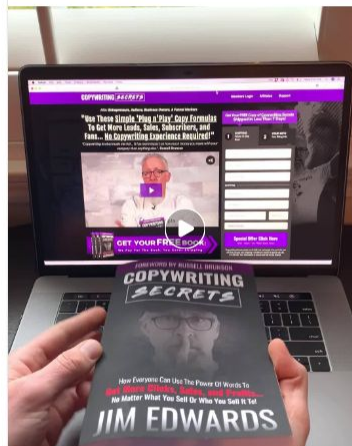
[See Ad Details](#)

ClickFunnels
Sponsored

👏👏👏 "I'm spending less money on advertising and getting more results...." - Steward A.

✖ In This Book: How To Use The Power of Words to Get More Clicks, Sales, and Profits No Matter What You Sell or Who You Sell It To 📖

...



COPYWRITINGSECRETS.COM

Simple Plug n' Play Copy Formulas To Get More Sales

Learn ...

We see the **BEST** return on ad spend from using **VIDEOS** for our ad creative.

Lead Generation Ads vs Landing Page Conversion Ads

Should you send people to lead capture landing pages on your website ([What is a Landing Page?](#)) or capture leads right on Facebook via Lead Generation ads?

- This is a common question I get from students, and my reply is ALWAYS the same. SPLIT TEST to see what works for your niche! But that said... people are on Facebook or Instagram for a reason. They don't want to interrupt their social media experience and go off-site to a lead capture landing page. This is why I love the NATIVE aspect of Lead Generation campaigns.
- For our Coursenvy clients, **9 out of 10 times** our LEAD GENERATION objective campaigns perform better and get more leads at a lower cost, than our CONVERSION objective campaigns driving users to a landing page to capture the lead does.
- Another great thing about Facebook Lead Generation ads is that Facebook auto-fills the name and email address. This makes it really easy for people to sign up for whatever you are offering with a couple clicks!

Lead Generation Ad Disadvantages

- No direct website traffic! Since you are not sending people to the landing page on your website, you are not collecting Facebook Pixel traffic for these Lead Generation campaigns. Without traffic to your website, you will not be able to build Custom Audiences to retarget later with Facebook ads.
- Lead Generation ads typically result in lower quality leads. Most advertisers just request name and email address. For my Facebook Lead Generation ads (such as a lawyer I collect leads for), I like to also collect the persons phone number too. By doing this, you are going to weed out the “unserious” people and increase the quality of your lead by adding this extra field (but this will also increase the cost per lead).

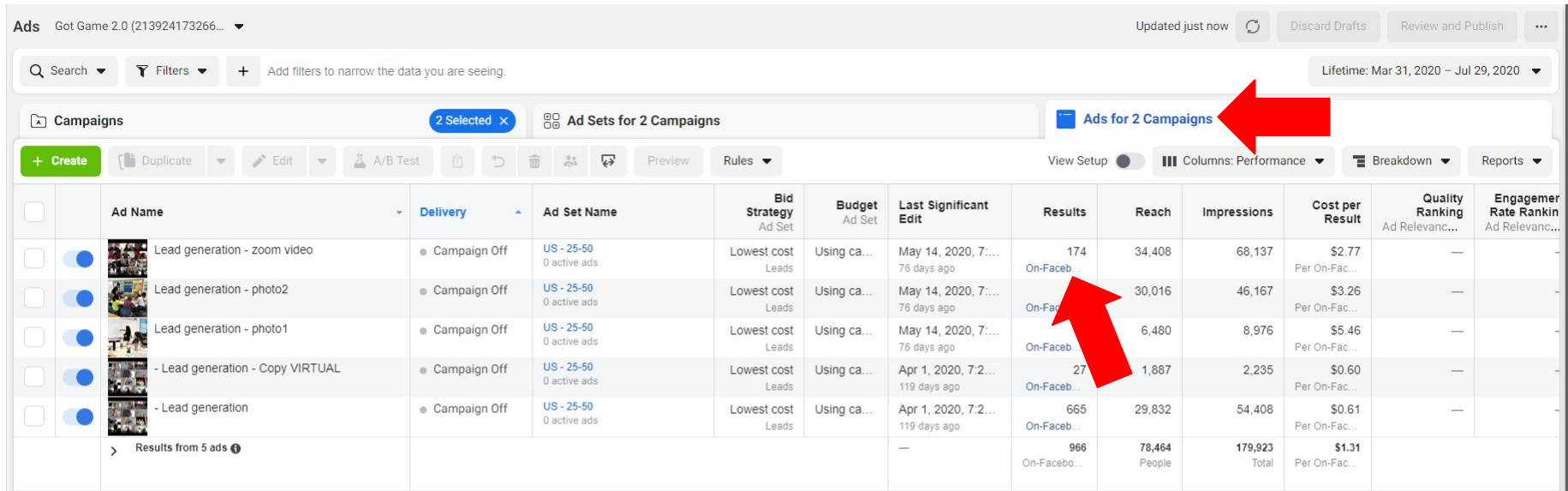
How to Retrieve Leads on Facebook

Leads from your Lead Generation campaigns can be downloaded from a few areas.

- Ads Manager (under your Lead Generation campaign at the AD level)
- Facebook Page (under Leads Center -- www.facebook.com/PageUsername/leads_center)
- Connect Your CRM

Retrieve Leads → Ads Manager

The first area you can retrieve leads is directly from Facebook Ads Manager under the **Results** column at the AD level. Just click the “**On-Facebook Leads**” hyperlink to download the .CSV file.



The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and filters. Below that, a table lists various ad campaigns. The table has columns for Ad Name, Delivery, Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, and Engagemer Rate Rankin. A red arrow points to the 'On-Facebook Leads' link in the 'Results' column for the first campaign. Another red arrow points to the 'Ads for 2 Campaigns' button in the top right corner of the table.

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagemer Rate Rankin
Lead generation - zoom video	Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	May 14, 2020, 7:...	174 On-Faceb...	34,408	68,137	\$2.77 Per On-Fac...	—	—
Lead generation - photo2	Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	May 14, 2020, 7:...	On-Faceb...	30,016	46,167	\$3.26 Per On-Fac...	—	—
Lead generation - photo1	Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	May 14, 2020, 7:...	On-Faceb...	6,480	8,976	\$5.46 Per On-Fac...	—	—
- Lead generation - Copy VIRTUAL	Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	Apr 1, 2020, 7:2...	27 On-Faceb...	1,887	2,235	\$0.60 Per On-Fac...	—	—
- Lead generation	Campaign Off	US - 25-50 0 active ads	Lowest cost Leads	Using ca...	Apr 1, 2020, 7:2...	665 On-Faceb...	29,832	54,408	\$0.61 Per On-Fac...	—	—
Results from 5 ads						966 On-Facebo...	78,464 People	179,923 Total	\$1.31 Per On-Fac...	—	—

Retrieve Leads → Ads Manager

Download your Leads directly to a .CSV

Download Leads

Leads will be available for download for up to 90 days from the time they are submitted by a user.

Manage your generated leads online:

- Use Leads Center**
Instantly view and manage your leads in the Leads Center

Choose how you want to download your leads:

- Download New Leads**
174 new leads
- Download by Date Range**
Only download leads for a specific date range

Session ID: f36ed2bb29018b8_1596065107155

Cancel

Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevanc...	Engagemer Rate Rankin...
174	34,408	68,137	\$2.77	—	—
87	30,016	46,167	\$3.26	—	—
13	6,480	8,976	\$5.46	—	—
27	1,887	2,235	\$0.60	—	—
665	29,832	54,408	\$0.61	—	—
966	78,464 People	179,923 Total	\$1.31	—	—

Retrieve Leads → Ads Manager

You can also manage and download your Leads via your Leads Center, which is linked with your Facebook Page.

Download Leads

Leads will be available for download for up to 90 days from the time they are submitted by a user.

Manage your generated leads online:

Use Leads Center
Instantly view and manage your leads in the Leads Center

Choose how you want to download your leads:

Download New Leads
174 new leads

Download by Date Range
Only download leads for a specific date range

Session ID: f36ed2bb29018b8_1596065107155

Cancel

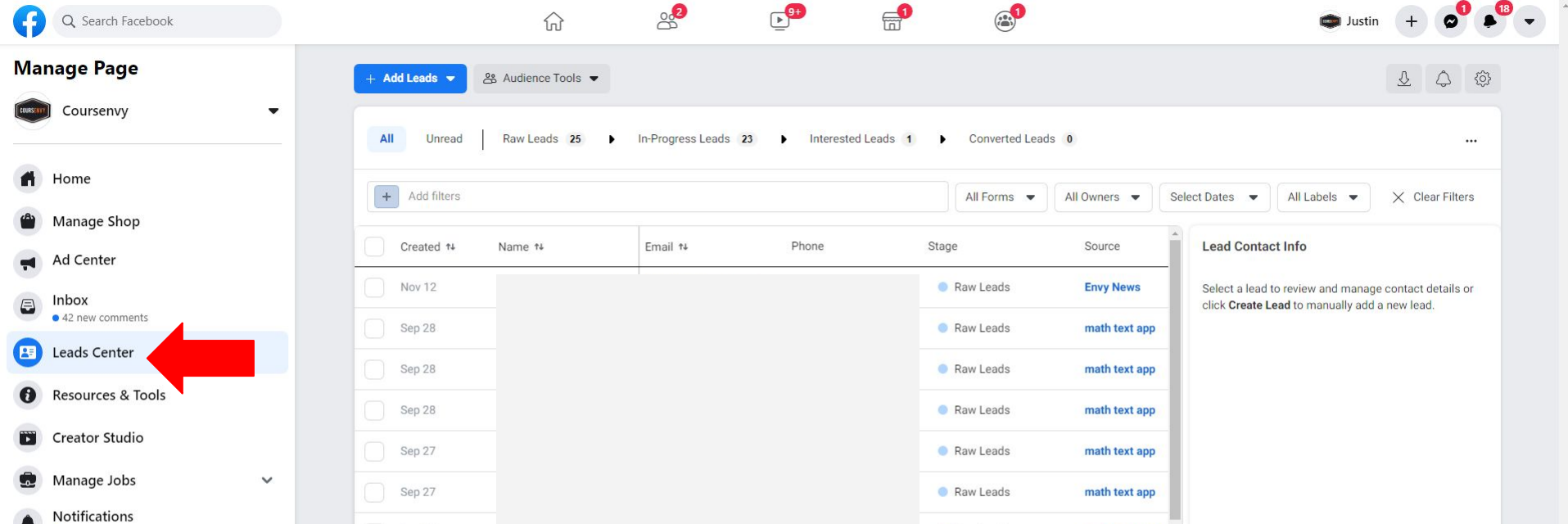
Ads 1 Selected

View Setup Columns: Performance Breakdown Reports

Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevanc...	Engagemer Rate Rankin...
174	34,408	68,137	\$2.77	—	—
87	30,016	46,167	\$3.26	—	—
13	6,480	8,976	\$5.46	—	—
27	1,887	2,235	\$0.60	—	—
665	29,832	54,408	\$0.61	—	—
966	78,464 People	179,923 Total	\$1.31	—	—

Retrieve Leads → Leads Center

www.facebook.com/**PageUsername**/leads_center



The screenshot displays the Facebook Leads Center interface. On the left is a 'Manage Page' sidebar for 'Coursenvy' with navigation links: Home, Manage Shop, Ad Center, Inbox (42 new comments), Leads Center (highlighted with a red arrow), Resources & Tools, Creator Studio, Manage Jobs, and Notifications. The main content area features a top bar with '+ Add Leads' and 'Audience Tools'. Below this is a filter bar showing lead counts: All (25), Unread, Raw Leads (25), In-Progress Leads (23), Interested Leads (1), and Converted Leads (0). A table lists leads with columns for Created, Name, Email, Phone, Stage, and Source. The table contains six rows of 'Raw Leads' from 'math text app'. A 'Lead Contact Info' sidebar on the right provides instructions on how to select and manage leads.

Manage Page

Coursenvy

- Home
- Manage Shop
- Ad Center
- Inbox
42 new comments
- Leads Center**
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications

Leads Center

+ Add Leads Audience Tools

All Unread Raw Leads 25 In-Progress Leads 23 Interested Leads 1 Converted Leads 0

+ Add filters All Forms All Owners Select Dates All Labels Clear Filters

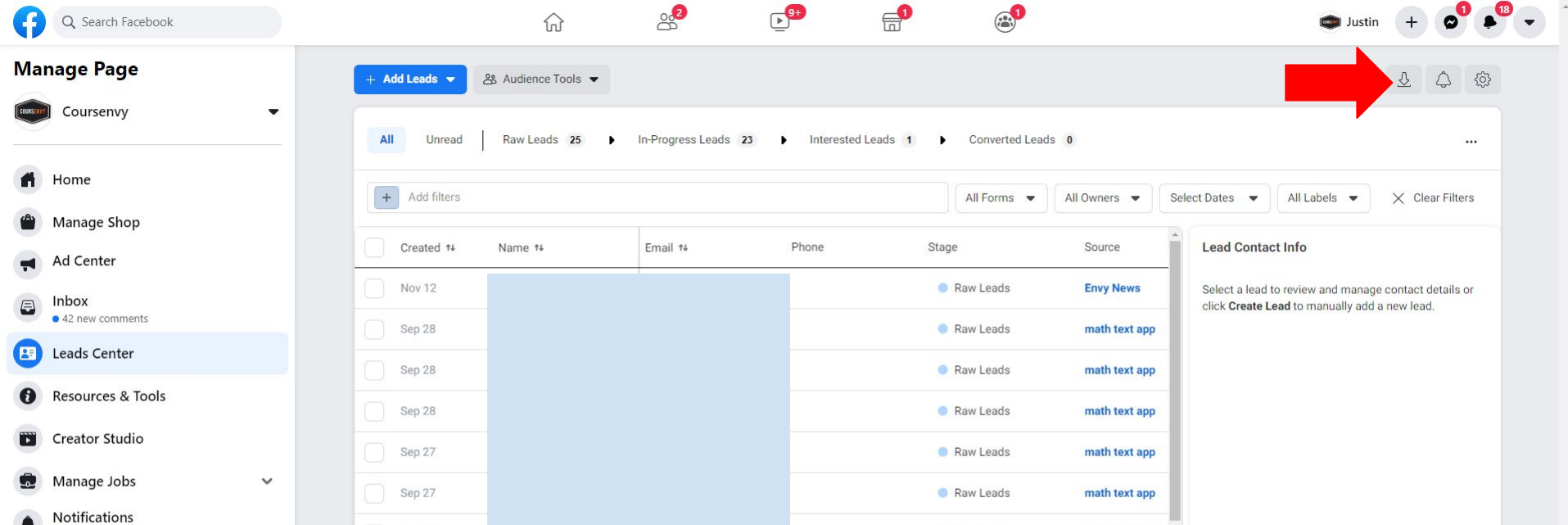
☐	Created ↑↓	Name ↑↓	Email ↑↓	Phone	Stage	Source
☐	Nov 12				Raw Leads	Envy News
☐	Sep 28				Raw Leads	math text app
☐	Sep 28				Raw Leads	math text app
☐	Sep 28				Raw Leads	math text app
☐	Sep 27				Raw Leads	math text app
☐	Sep 27				Raw Leads	math text app

Lead Contact Info

Select a lead to review and manage contact details or click **Create Lead** to manually add a new lead.

Retrieve Leads → Leads Center

Click this “down arrow” button to download your leads.



The screenshot shows the Facebook interface with the Leads Center panel open. The top navigation bar includes the Facebook logo, a search bar, and several notification icons. The Leads Center panel has a header with '+ Add Leads' and 'Audience Tools'. Below this is a filter bar with tabs for 'All', 'Unread', 'Raw Leads' (25), 'In-Progress Leads' (23), 'Interested Leads' (1), and 'Converted Leads' (0). The main table displays a list of leads with columns for 'Created', 'Name', 'Email', 'Phone', 'Stage', and 'Source'. The 'Name' and 'Email' columns are redacted with a blue box. The 'Stage' column shows 'Raw Leads' for all entries, and the 'Source' column lists 'Envy News' and 'math text app'. On the right side of the panel, there is a 'Lead Contact Info' section with instructions to select a lead for review or click 'Create Lead' to add a new lead. A red arrow points to the download button (a downward arrow icon) in the top right corner of the Leads Center panel.

Facebook Search Facebook

Justin + 1 18

+ Add Leads Audience Tools

All Unread Raw Leads 25 In-Progress Leads 23 Interested Leads 1 Converted Leads 0

+ Add filters All Forms All Owners Select Dates All Labels Clear Filters

☐	Created ↑↓	Name ↑↓	Email ↑↓	Phone	Stage	Source
☐	Nov 12				Raw Leads	Envy News
☐	Sep 28				Raw Leads	math text app
☐	Sep 28				Raw Leads	math text app
☐	Sep 28				Raw Leads	math text app
☐	Sep 27				Raw Leads	math text app
☐	Sep 27				Raw Leads	math text app

Lead Contact Info

Select a lead to review and manage contact details or click **Create Lead** to manually add a new lead.

Search Facebook

Home

Manage Shop

Ad Center

Inbox

Leads Center

Resources & Tools

Creator Studio

Manage Jobs

Notifications

Insights

Publishing Tools

Page Quality

Edit Page Info

Promote

Home

2

9+

1

1

Justin

1

18

+ Add Leads

Audience Tools

All

Unread

Raw Leads 25

In-Progress Leads 23

Interested Leads 1

Converted Leads 0

+ Add filters

All Forms

All Owners

Select Dates

All Labels

Clear Filters

	Created	Name	Email	Phone	Stage	Source
☒	Nov 12				Raw Leads	Envy News
☐	Sep 28				Raw Leads	math text app
☐	Sep 28				Raw Leads	math text app
☐	Sep 28				Raw Leads	math text app
☐	Sep 27				Raw Leads	ma
☐	Sep 27				Raw Leads	math text app
☐	Sep 26				Raw Leads	math text app
☐	Sep 26				Raw Leads	math text app
☐	Sep 26				Raw Leads	math text app
☐	Sep 2				In-Progress Leads	ad agency leads
☐	Aug 28				Raw Leads	FREE MATH WO

49 Total Leads

rahoo.com

Edit

Labels help you describe and organize your leads.

Add label...

Lead Management

Owner

Unassigned

Reminder

No reminder

Schedule a reminder

Notes

Notes help you remember important information.

Write a note...

Save

Stage

Raw Leads

Raw Leads

In-Progress Leads

Interested Leads

Converted Leads

Form Answers

View Form

2

The Leads Center can truly act as your sales manager tool. You can assign employees to manage each lead, add notes to individual leads, change the stage the lead is in, and schedule reminders (e.g. notify yourself to follow-up with this lead via a call again in one week).

www.Coursenvy.com



Manage Page



Coursenvy



Home



Manage Shop



Ad Center



Inbox
42 new comments



Leads Center



Resources & Tools



Creator Studio



Manage Jobs



Notifications
97 new



Insights



Publishing Tools



Page Quality



Edit Page Info

Promote

+ Add Leads

Audience Tools

All

Unread

Raw Leads 25

In-Progress Leads 23

Interested Leads 1

Converted Leads 0

+ Add filters

All Forms

All Owners

Select Dates

All Labels

Clear Filters



Created

Name

Email

Phone

Stage

Source



Nov 12



Sep 28



Sep 28



Sep 28



Sep 28



Sep 27



Sep 27



Sep 26



Sep 26



Sep 26



Sep 2



Aug 28

Raw Leads

news

Raw Leads

text app

Raw Leads

math text app

Raw Leads

math text app

Raw Leads

math text app

Raw Leads

math text app

Raw Leads

math text app

Raw Leads

math text app

Raw Leads

math text app

In-Progress Leads

ad agency leads

Raw Leads

FREE MATH WO

49 Total Leads

< 1 2 3 >

20

Lead Contact Info

Select a lead to review and manage contact details or click **Create Lead** to manually add a new lead.

You can also filter your Leads by various metrics.

We like to filter the users by the campaign we captured them from.



Coursenvy®

www.Coursenvy.com

Manage Page

Coursenvy

[Home](#)

Manage Shop

Ad Center

Inbox

● 42 new comments

Leads Center

Resources & Tools

Creator Studio

Manage Jobs

Notifications

● 97 new

Insights

Publishing Tools

Page Quality

[Edit Page Info](#)

Promote

 Audience Tools ▾

Create Custom Audience

Create Lookalike Audience

[View Saved Audiences](#)

+ Add filters

In-Progress Leads 23

Interested Leads 1

Converted Leads 0

Created

Name Email

Phone

Stage

Source

Lead Contact Info

Select a lead to review and manage contact details or click **Create Lead** to manually add a new lead.

You can also create Audiences of these leads, via the Audience Tools dropdown menu.

49 Total Leads

< 1 2 3 >

20

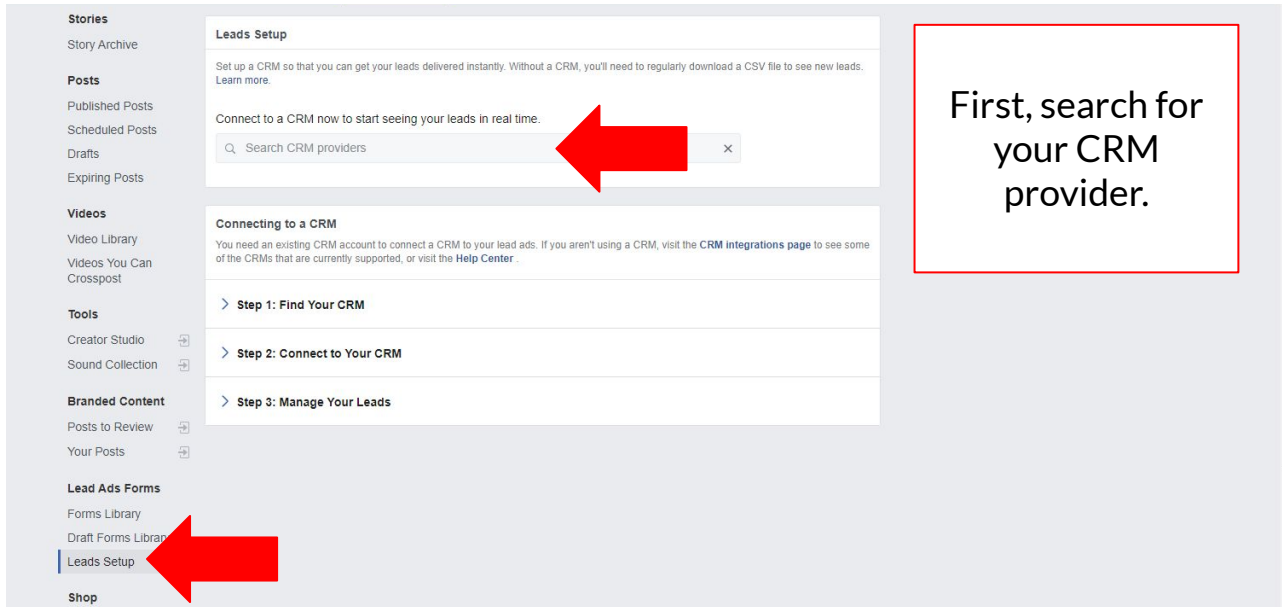
Retrieve Leads → Connecting to a CRM

- Leads are only available for **90 days** after the user submits their info, so make sure to download your leads. I suggest daily so you can contact the leads while they are WARM and remember your brand/offering. You don't want to let the leads go stale or for them to forget what they signed up for, so use the leads as soon as possible!
- Even better than manually downloading leads is connecting your CRM or email marketing platform (i.e. Mailchimp, ConvertKit, Aweber, etc.) directly to your Facebook page and/or Facebook Lead Generation ad. By doing this your CRM can add leads **instantly** to your email list, which makes it easier for you to contact potential customers quickly (especially with most email platforms offering the creation of Automation emails)!

PRO TIP: Automating your follow-up process (i.e. auto emails) after a user signs up, is **CRUCIAL** to not only free up your time but to also put systems in place in order to **SCALE** your business.

Connecting to a CRM

(left sidebar) Publishing Tools → Lead Ads Forms → Leads Setup
www.facebook.com/**PageUsername**/publishing_tools



The screenshot shows the Facebook 'Leads Setup' interface. On the left sidebar, the 'Leads Setup' option under 'Lead Ads Forms' is highlighted with a red arrow. The main content area is titled 'Leads Setup' and includes a search bar for CRM providers, which is also pointed to by a red arrow. Below the search bar, there are three steps: 'Step 1: Find Your CRM', 'Step 2: Connect to Your CRM', and 'Step 3: Manage Your Leads'. A red box on the right contains the text: 'First, search for your CRM provider.'

Leads Setup

Set up a CRM so that you can get your leads delivered instantly. Without a CRM, you'll need to regularly download a CSV file to see new leads. [Learn more.](#)

Connect to a CRM now to start seeing your leads in real time.

Q Search CRM providers X

Connecting to a CRM

You need an existing CRM account to connect a CRM to your lead ads. If you aren't using a CRM, visit the [CRM integrations page](#) to see some of the CRMs that are currently supported, or visit the [Help Center](#).

> Step 1: Find Your CRM

> Step 2: Connect to Your CRM

> Step 3: Manage Your Leads

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Shop

First, search for your CRM provider.

As you can see, our email marketing platform is ConvertKit. There is no direct Facebook integration for ConvertKit, only via the paid service Zapier. If you have a Zapier account, simply click the Connect button to login to both your Zapier and CRM account.

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Tools

Creator Studio

Sound Collection

Branded Content

Posts to Review

Your Posts

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Shop

Products

Collections

Pending Orders

Orders

View Shop

Leads Setup

Set up a CRM so that you can get your leads. [Learn more.](#)

Connect to a CRM now to start sending leads.



ConvertKit - through Zapier

Automatically push leads to your customer system using Facebook's trusted lead ad integration partner, Zapier. Zapier is available for everyone and free for selected usage.

[Learn more](#)

Connect



Connecting to a CRM

You need an existing CRM account to connect a CRM to your lead ads. If you aren't using a CRM, visit the [CRM integrations page](#) to see some of the CRMs that are currently supported, or visit the [Help Center](#).

> Step 1: Find Your CRM

> Step 2: Connect to Your CRM

> Step 3: Manage Your Leads

Chat (2)



Sign in to your Zapier account. Select your Facebook Lead Ads account and Facebook Page.

Finally select your CRM Form to subscribe your Facebook Leads to instantly, then click the “Turn on Zap” button!

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can

Crosspost

Tools

Creator Studio

Sound Collection

Branded Content

Posts to Review

Your Posts

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Shop

Products

Collections

Pending Orders

Orders

View Shop

Leads Setup

Set up a CRM so that you can get your leads delivered instantly. Without a CRM, you'll need to regularly download a CSV file to see new leads. [Learn more.](#)

Connect to ConvertKit - through Zapier

Cancel Setup

Facebook Lead Ads account:

Facebook Lead Ads Justin Mark #2

Facebook Lead Ads is a secure partner with Zapier. [Your credentials are encrypted & can be removed at any time.](#)

Page

(required)

Coursenvy

Don't see your Page listed? Access your Business account's [Settings](#) to confirm the connected account has correct 'Manage Page' permissions and [re-connect your account](#). See [help docs](#) for more info.

ConvertKit account:

ConvertKit (1.3...com)

ConvertKit is a secure partner with Zapier. [Your credentials are encrypted & can be removed at any time.](#)

Form

(required)

modMBA free webinar

[Go to Advanced Mode](#)

Turn on Zap

Connecting to a CRM

You can select a CRM account to connect a CRM to your leads. You can select a CRM with the CRM Integration app to connect...

Chat (1)



Mailchimp + Facebook

Mailchimp is a CRM that has a direct integration with Facebook, so you don't need to pay for any third party service (like Zapier).

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Tools

Creator Studio 

Sound Collection 

Branded Content

Posts to Review 

Your Posts 

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Leads Setup

Set up a CRM so that you can get your leads delivered instantly. Without a CRM, you'll need to regularly download a CSV file to see new leads. [Learn more.](#)

Connect to a CRM now to start seeing your leads in real time.



MailChimp

Connect

You'll be prompted to sign in to your MailChimp to complete this connection.

Connecting to a CRM

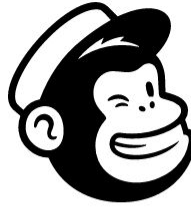
You need an existing CRM account to connect a CRM to your lead ads. If you aren't using a CRM, visit the [CRM integrations page](#) to see some of the CRMs that are currently supported, or visit the [Help Center](#).

> Step 1: Find Your CRM

> Step 2: Connect to Your CRM

> Step 3: Manage Your Leads

Once you click the “Connect” button for Mailchimp on your Facebook page, you will be prompted to login and then click the “Allow” button.



Authorize Facebook Lead Ads

Connecting [Facebook Lead Ads](#) will allow access to your account.



Facebook Lead Ads by Facebook

Facebook Lead Ads

App created on November 3, 2016

Ensure you trust this app with these tips:

- Learn about [authorized apps](#).
- Be sure you want to share data from your Mailchimp account with this app. This app will be able to [read and change your account data](#).
- Keep in mind you can [disable this app](#) in your account.
- Understand Mailchimp [is not responsible for the privacy and security of any third-party app](#).
- Contact the app for any questions.



Allow

[Cancel](#)

Select your Lead Ad Form to subscribe your Facebook Leads to instantly.

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Tools

Creator Studio

Sound Collection

Branded Content

Posts to Review

Your Posts

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Shop

Products

Collections

Pending Orders

Orders

View Shop

Leads Setup

Set up a CRM so that you can get your leads delivered instantly. Without a CRM, you'll need to regularly download a CSV file to see new leads. [Learn more.](#)



MailChimp

Inactive

[View Existing Integrations](#)

[Cancel Setup](#)



Link Your Forms to Your CRM

To finish your CRM connection and start receiving leads, you need to link your lead ad forms to your CRM. Your CRM connection won't be active until you link at least one lead ad form.

Link a Lead Ad Form.

Match the fields from your lead ad form for your CRM to complete the connection and start receiving leads instantly. [Learn more.](#)

Lead Ad Form

Select Form

Connecting to a CRM

You need an existing CRM account to connect a CRM to your lead ads. If you aren't using a CRM, visit the [CRM integrations page](#) to see some of the CRMs that are currently supported, or visit the [Help Center](#).

> Step 1: Find Your CRM

> Step 2: Connect to Your CRM

> Step 3: Manage Your Leads

Chat (2)



BEST PRACTICES: Lead Generation Ads

- Offer something for FREE! People love free stuff, plus this can serve as a way for you to provide value, build trust, and warm them up/introduce them to product/service/brand.
- Make your lead magnet offer EXCLUSIVE and add a SENSE OF URGENCY! See this BarkBox example:
- Best Practices for Creating Lead Ads:

<https://www.facebook.com/business/help/435270316658768>

